

CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8)			Docket No. RSW920000110US1
Applicant(s): Bruce Wayne Moore			
Serial No. 09/766,357	Filing Date 01/19/2001	Examiner Nicholas J. Kim	Group Art Unit 3622
Invention: AUTOMATED AND OPTIMIZED MASS CUSTOMIZATION OF DIRECT MARKETING MATERIALS			
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Sample Form (03-04)

AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY


In re Application of:	
Bruce Wayne Moore	
Application No.	
09/766,357	
Filed:	
01/19/2001	
Title:	
AUTOMATED AND OPTIMIZED MASS CUSTOMIZATION OF DIRECT MARKETING MATERIALS	
Attorney Docket No.	Art Unit:
RSW920000110US1	3622

The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned. Furthermore, the practitioner is authorized to file correspondence in the above-identified application pursuant to 37 CFR 1.34:

Name	Registration Number
Duke Yee Yee & Associates, P.C. 4100 Alpha Road, Suite 1100 Dallas, TX 75244 US	34285

This is not a Power of Attorney to the above-named practitioner. Accordingly, the practitioner named above does not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.

SIGNATURE of Practitioner of Record

Name	John R. Pivnichny		
Signature		Date	10/17/05
Registration Number	43,001	Telephone	607-429-4358

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